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In re Application of: Spencer A. Rathus, et al.

Serial No.: TO BE ASSIGNED

Group Art Unit: TBA

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Examiner: TBA

For: METHOD AND APPARATUS FOR
ACCESSIONG ELECTRONIC DATA
VIA A FAMILIAR PRINTED MEDIUM

Atty. Doc. No.: 660-017

Honorable Commissioner of Patents and Trademarks
Washington, D.C. 20231

SUPPLEMENTAL PRELIMINARY AMENDMENT

Prior to substantive review of the subject application,
please amend as follows:

IN THE CLAIMS

Please cancel claims 1-167. Please add the following new
claims:

168. A system for displaying programming to a user, the system
comprising:

a printed business card having at least one machine
recognizable feature;

a feature recognition unit having associated therewith
a means for recognizing said feature and a means
for transmitting a coded signal in response to the

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recognition of said feature;
an intelligent controller having associated therewith a
means for accessing said programming material in
response to receiving said coded signal; and
a display unit for presenting said programming
material.

169. A system as defined in claim 168 wherein said at least one
machine recognizable feature has associated therewith a data
link which is recognized by said recognition unit.
170. A system as defined in claim 168 wherein said data link
comprises an image data link.
171. A system as defined in claim 168 wherein said data link
comprises a video data link.
172. A system as defined in claim 168 wherein said data link
comprises a programming data link.
173. A system as defined in claim 168 wherein said data link

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comprises a sound data link.

174. A system as defined in claim 168 wherein said data link
comprises an online data link.

175. A system as defined in claim 168 wherein said data link
comprises a online shopping data link.

176. A system as defined in claim 168 wherein said data link
comprises a pictorial data link.

177. A system as defined in claim 168 wherein said data link
comprises an electronic data link.

178. A system as defined in claim 168 wherein said data link
comprises an electronic media link.

179. A system as defined in claim 168 wherein said data link
comprises an "information superhighway" data link.

180. A system as defined in claim 179 wherein said "information

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superhighway" data link comprises the internet.

181. A system as defined in claim 179 wherein said "information superhighway" data link comprises the world wide web.

182. A system as defined in claim 179 wherein said "information superhighway" data link comprises a computer network.

183. A system as defined in claim 179 wherein said "information superhighway" data link comprises an ISDN network.

184. A system as defined in claim 179 wherein said "information superhighway" data link comprises a telephone line.

185. A system as defined in claim 179 wherein said "information superhighway" data link comprises a CATV line.

186. A system as defined in claim 179 wherein said "information superhighway" data link comprises a local area network.

187. A system as defined in claim 179 wherein said "information

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"superhighway" data link comprises a wide area network.

188. A system as defined in claim 179 wherein said "information superhighway" data link comprises a data communications network.

189. A system as defined in claim 179 wherein said "information superhighway" data link comprises an Internet Product Service Directory.

190. A system as defined in claim 179 wherein said "information superhighway" data link comprises a globally based digital communications network.

191. A system as defined in claim 179 wherein said "information superhighway" data link comprises a wireless network link.

192. A system as defined in claim 179 wherein said "information superhighway" data link comprises a Wireless Application Protocol internet.

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193. A system as defined in claim 179 wherein said "information superhighway" data link comprises an ethernet network.

194. A system as defined in claim 179 wherein said "information superhighway" data link comprises a RF cellular network.

195. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a bar code.

196. A system as defined in claim 195 wherein said bar code comprises a Universal Product Code.

197. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible bar code.

198. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic code.

199. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a printed character.

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200. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a symbol.
201. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a pictorial icon.
202. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible indicia.
203. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a two-dimensional figure.
204. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an icon.
205. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible icon.
206. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a watermark.

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207. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible watermark.

208. A system as defined in claim 207 wherein said invisible watermark comprises a digital watermark.

209. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a series of alphanumeric characters.

210. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a binary code.

211. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a digital watermark.

212. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic strip.

213. A system as defined in claim 168 wherein said at least one

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machine recognizable feature comprises a code.

214. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an on line shopping product code.

215. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping product code.

216. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping service code.

217. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping service code.

218. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an analog pattern.

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219. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a hieroglyphic character.
220. A system as defined in claim 168 wherein said programming material comprises a service.
221. A system as defined in claim 220 wherein said service includes displaying promotional programming on said display unit of a user.
222. A system as defined in claim 220 wherein said service includes displaying a Web page related to an organization printed on said business card.
223. A system as defined in claim 220 wherein said service includes displaying a Web page related to a plurality of individuals printed on said business card.
224. A system as defined in claim 220 wherein said service includes conducting an interaction with a plurality of

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individuals listed on said business card via a telephone.

225. A system as defined in claim 220 wherein said service includes conducting an interaction with a plurality of individuals listed on said business card via an online communication chat link.
226. A system as defined in claim 168 wherein said display unit comprises a personal computer.
227. A system as defined in claim 226 wherein said personal computer comprises a laptop computer.
228. A system as defined in claim 168 wherein said display unit comprises a television.
229. A system as defined in claim 168 wherein said display unit comprises a device containing a microprocessor.
230. A system as defined in claim 229 wherein said device containing a microprocessor is hand-held.

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231. A system as defined in claim 229 wherein said device containing a microprocessor is portable.
232. A system as defined in claim 168 wherein said display unit comprises a personal digital planner.
233. A system as defined in claim 168 wherein said display unit comprises an internet appliance.
234. A system as defined in claim 168 wherein said display unit comprises a cellular telephone.
235. A system as defined in claim 168 wherein said display unit comprises a wireless communication device.
236. A system as defined in claim 168 wherein said display unit comprises a simulated book.
237. A system as defined in claim 168 wherein said display unit comprises an intelligent terminal.

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238. A system as defined in claim 168 wherein said display unit comprises a web-based television.

239. A system as defined in claim 168 wherein said display unit comprises a pager.

240. A system as defined in claim 168 wherein said display unit comprises an Internet-enabled telephone.

241. A system as defined in claim 168 wherein said recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

242. A system as defined in claim 241 wherein said recognition unit is linked to a personal computer.

243. A system as defined in claim 241 wherein said recognition unit is linked to a wireless interface.

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244. A system as defined in claim 243 wherein said wireless interface comprises a wireless network.
245. A system as defined in claim 244 wherein said wireless network comprises a cellular network.
246. A system as defined in claim 243 wherein said wireless interface comprises a cellular telephone.
247. A system as defined in claim 243 wherein said wireless interface comprises a pager.
248. A system as defined in claim 243 wherein said wireless interface comprises a wireless personal computer.
249. A system as defined in claim 243 wherein said wireless interface comprises a personal digital assistant.
250. A system as defined in claim 241 wherein said recognition unit is linked to a personal digital assistant.

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251. A system as defined in claim 241 wherein said recognition unit is linked to an Internet appliance.

252. A system as defined in claim 241 wherein said recognition unit is linked to a television set.

253. A system as defined in claim 241 wherein said recognition unit comprises a portion of a cellular telephone.

254. A system as defined in claim 241 wherein said recognition unit comprises a portion of a personal digital assistant.

255. A system as defined in claim 241 wherein said recognition unit comprises a portion of a remote control unit.

256. A system as defined in claim 241 wherein said recognition unit comprises a portion of a handwriting implement.

257. A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a

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printed business card;

scanning said machine recognizable feature of said

printed business card; and

transmitting data associated with said machine

recognizable feature via a communication link to

access said programming material, wherein said

programming material is related to said printed

printed business card.

258. The method of claim 257 wherein said communication link includes the Internet.

259. The method of claim 257 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, digital watermark, magnetic strip, code, analog pattern, and hieroglyphic character.

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260. A method of providing a user access to supplemental programming material associated with a printed business card, comprising the steps of:
- imprinting a machine recognizable feature within said printed business card wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;
- scanning said machine recognizable feature within said printed business card and downloading data indicative of said machine recognizable feature via the Internet to a remote server; accessing programming material from said remote server; and transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceptible form, wherein said programming material is related to said printed business card.

261. The method of claim 260 wherein said programming material comprises multimedia.

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262. The method of claim 260 wherein said machine recognizable feature is selected from a group consisting of a bar code, a universal product code, invisible bar code, magnetic code, printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, digital watermark, magnetic strip, code, analog pattern, and hieroglyphic character.

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REMARKS

Applicant respectfully submits that claims 168-262 represent a patentable contribution to the art and the application is believed to be in good condition for allowance. Early and favorable action is respectfully requested.

Respectfully submitted,

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